R. J. Reynolds
Tobacco Co.

R. C. Farmer
Regional Sales Manager

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377-93
August 24, 1993

Mr. E. M. McAtee

Dear Ed:

As you know, the Syracuse Division has an extensive resort area in the Northern part of the Division. Recently the Division, working in 3 teams of 2, crew worked this area and was successful in placing 384 pieces of POS, PDI and Banners.

In addition they sold 142 Temporary Displays featuring 3140 premiums. They also sold RJR fixtures in two high volume locations, replacing Philip Morris.

Attached you will find several photographs reflecting the PDI placed and showing the dominance RJR enjoys this marketplace.

I would like to see this accomplishment featured in the next issue of the **Merchandiser.**

Sincerely,

R. C. Farmer
RCF:am
P-7
Attachments

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Source: https://www.industrydocuments.ucsf.edu/docs/spfn0000